



15th Annual
Executive Seminar Series on International Trade

Massachusetts Export Center

part of the
Massachusetts Small Business Development Center Network
presents



Spring
2006

Partners for Trade

Seminar and Registration Guide

Massachusetts Export Center
Massachusetts Small Business Development Center Network

In Collaboration With

Massachusetts Department of Business and Technology • U.S. Small Business Administration
Massachusetts Office of International Trade & Investment • MassDevelopment
University of Massachusetts Amherst • U.S. Department of Commerce



Mitt Romney
Governor

*Join us as
partners for trade.*



Hector V. Barreto Jr.
SBA Administrator

Register for seminars online at www.mass.gov/export.



Preregistration is required for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

Seminar materials are for attendees only.

Series Payment: To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

Discount Pricing: Seminars are offered at a nominal fee; therefore we do not offer any discount pricing.

Walk-Ins: There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

Payment is due with your registration. We accept cash and company or personal checks. Registrations through our website also require payment in advance. Sorry, we do not accept credit cards or purchase orders, nor do we invoice participants.

No Shows: Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.



TABLE OF CONTENTS

Training Calendar	1
Program Descriptions	2 – 6
Directions	7 – 8
Speaker Bios	8 – 10
Partners and Cosponsors	11
Registration Form	12



A portion of the printing funds for this publication were provided by MassDevelopment.



PARTNERS FOR TRADE

Spring 2006 Calendar

April

page

12	Export Logistics Certificate Series: Intro to Export Logistics (Westboro)	6
19	Export Logistics Certificate Series: Export Classification (Westboro)	6
25	Deadline Looming — RoHS and European E-waste Initiatives — Are You Ready? (Attleboro)	2
26	Export Logistics Certificate Series: Export Documentation and AES (Westboro)	6

May

2	How to Start an Import/Export Business (Brockton)	2
2	International Networking Evening and Business Forum (Boston)	3
3	Export Logistics Certificate Series: Shipping Under Free Trade Agreements (Westboro)	6
4	Identifying and Financing Overseas Business Opportunities for U.S. Environmental Firms (Boston)	3
5	CGBP Series: International Sales and Marketing (Boston)	4
12	CGBP Series: Global Business Management (Boston)	4
17-18	Complying with U.S. Export Controls (Boston)	2
19	CGBP Series: Global Trade Finance and Banking (Boston)	5
23	Importing 101 (Boston)	3

June

2	CGBP Series: Global Supply Chain and Logistics Management (Boston)	5
9	CGBP Series: Exam Review and Open House (Boston)	5
17	CGBP Series: NASBITE CGBP Exam (Boston)	5

Keep an eye out later in 2006 for our new “webinar” series of online training programs! Visit www.mass.gov/export for further details.

Program Descriptions

Complying with U.S. Export Controls



This two-day program is led by the Commerce Department's Bureau of Industry and Security (BIS) professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. We will focus on what items and activities are subject to the EAR; steps to take to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or re-export without applying for a license; export clearance procedures and record keeping requirements; Export Management System (EMS) concepts; and real life examples in applying this information. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities. This program is well suited for those who need an understanding of their obligations under the EAR. Technical, policy and enforcement professionals from BIS in Washington, DC, as well as specialists from other agencies will participate in certain programs. Speakers to be announced.

Wednesday, May 17 & Thursday, May 18 • Registration 8:00 a.m.; Program 8:30 a.m. – 4:30 p.m. (both days) • State Transportation Building, Conference Room 2, Boston • \$225 includes seminar materials, breakfast and lunch; does not include parking

Deadline Looming — RoHS and European E-waste Initiatives — Are You Ready?



If you are like most electronics companies, you have heard about the new European Union Environmental Directives, WEEE and

RoHS, but you may have only a vague understanding of them. This seminar will help you learn how WEEE, RoHS and other EU/Global legislation may affect your company, your suppliers and customers and the sale of your products. Global concerns for both security and the environment have led to new, sometimes onerous, regulations with which technology companies must comply. Many Massachusetts technology exporters are facing challenges when pursuing foreign markets. Included will be a look at some of these issues and the effects of the global regulatory environment on sales strategies in export markets.

- Don Anglehart, Partner — Gadsby Hannah LLP
- Stephen Greene, Senior Project Manager — Mabbett & Associates Inc.
- Stuart Sleeman, Principal — Sleeman Hanley & DiNitto and Consultant to Texas Instruments Sensors & Controls

Tuesday, April 25 • Registration 8:30 a.m.; Program 9:00 a.m. – 12:00 p.m. • Texas Instruments Sensors & Controls, Attleboro • \$45 includes seminar materials and breakfast

How to Start an Import/Export Business



If you are one of the many individuals or companies interested in the opportunities involved in importing and exporting this seminar is for you! This program will discuss the basics of starting a new business and will provide overviews of importing into the U.S., exporting products overseas and sourcing products.

Presentations include best practices for a successful sales strategy, identifying distributors and utilizing the Internet to promote your import/export business. A resource area will include information about business services and local assistance for new businesses.

- Melinda Ailes, Senior Management Counselor — MSBDC Network
- Roger Gomez, President — World Express, Inc.
- Ginny Greiman, Deputy Director/Chief Legal Counsel — SOMWBA
- James McLaughlin, Assistant Port Director, Trade — U.S. Department of Homeland Security, Customs and Border Protection
- Edward Merguerian, International Trade Specialist — U.S. Department of Commerce
- Toby Stapleton, Executive Director — International Trade Assistance Center
- Michael Sullivan, International Trade Counselor — Massachusetts Export Center

Tuesday, May 2 • Registration 8:00 a.m.; Program 8:30 a.m. – 12:15 p.m. • Metro South Chamber of Commerce, Brockton • \$30 includes seminar materials and breakfast

Identifying and Financing Overseas Business Opportunities for U.S. Environmental Firms



The goal of this event is to present overseas business opportunities for environmental exporters and discuss how the resources of the U.S. Department of Commerce, Ex-Im Bank and other government agencies can help increase international sales. The seminar will provide an overview of international opportunities for U.S. environmental companies and will also present case studies of Ex-Im Bank programs that enable U.S. environmental exporters to grow and finance their international business. This seminar should not be missed by environmental equipment and service suppliers seeking to begin or expand overseas sales!

- Ellen Bohon, Senior International Trade Specialist, Office of Energy and Environmental Technologies — U.S. Department of Commerce
- Craig O'Connor, Director, Environmental Exports Business Development — Export-Import Bank of the United States

Thursday, May 4 • Registration 8:30 a.m.; Program 9:00 a.m. – 12:30 p.m. • State Transportation Building, Conference Room 4, Boston • \$25 includes seminar materials and breakfast; does not include parking

Importing 101



Join us for a small, informal and interactive discussion on importing specifically designed for beginners. This seminar will cover the basic import process and will discuss the different players involved in the import transaction. Issues to be covered include identifying and selecting potential import partners, mechanics of the import transaction, import regulations and Customs initiatives, and working with import service providers. The seminar will also discuss international business resources available through the government and the Kirstein Business Branch of the Boston Public Library. Bring all of your export questions! Space is limited.

- Robert Kenneally, Director of Imports — FedEx Trade Networks
- Alfonso Orbegoso, Import/Export Coordinator — Tropical Banana Company, Inc.
- Laura Pattison, Economic Development Librarian — Kirstein Business Branch, Boston Public Library

Tuesday, May 23 • Registration 5:30 p.m.; Program 6:00 – 8:00 p.m. • Boston Public Library, Copley Square, Mezzanine Conference Room, Boston • No charge, preregistration required

International Networking Evening and Business Forum



Join us for the premier international event of the year — the 12th Annual International Networking Evening and Business Forum! This event regularly attracts hundreds of companies involved in international business. The evening will feature informative seminars on global trade and an international resource center with more than 20 international trade associations and organizations representing over 5,000 New England companies. Come meet people interested in world trade while learning about the resources available to help your company's international business! The business forum will kick off with a Global Economic Outlook seminar, which will include information on global market indicators and implications for international business in the year ahead. The forum will also include a session on Assessing and Managing Risk in the Global Marketplace, featuring panelists who will discuss techniques for assessing and mitigating various risks of doing business internationally: global security; political, economic and credit risk; intellectual property protection and commercial risks; and regulatory compliance.

Tuesday, May 2 • Registration 2:00 p.m.; Seminars 2:30 – 6:30 p.m.; Networking Reception 6:30 – 8:00 p.m. • Brown Rudnick, Boston • \$75 for seminars and networking reception; \$45 for networking reception only (does not include parking)

** Please make a separate check payable to the GBANE for this seminar only*

Although accurate at press time, seminars may be added, rescheduled or cancelled. To confirm dates, please call the Massachusetts Export Center at (617) 973-8664 or visit our website at www.mass.gov/export.

Certified Global Business Professional

Corporate Sponsors:



Sovereign Bank



The NASBITE Certified Global Business Professional designation (CGBP) is the only nationally-recognized professional credential that demonstrates an individual's competency in international business. Join us for this new, comprehensive seminar series specifically designed to help individuals prepare for the CGBP exam while providing practical, real-world information on all aspects of international business. Participants who complete the entire series will receive a certificate of completion issued by the Massachusetts Export Center.

One week following the conclusion of the seminar series, individuals will have the opportunity to take the CGBP exam in Boston. Individuals passing the exam will receive the CGBP designation and may use the credential logo and wordmark on resumes, business cards and other collateral identifying them to the public as individuals proficient in global commerce.

International Sales and Marketing (Friday, May 5)

This session will cover: global risk assessment; international market research methodologies and strategies; overseas market evaluation and selection; methods of market entry; development of international marketing strategies; and working with overseas sales and distribution partners.

- Liz Engelsen, Senior Vice President & Head of Innovation — Research International
- Carol Galvin, Senior Manager, Market Intelligence — IBM Software Group
- Paula Murphy, Director — Massachusetts Export Center
- Ekene Ofodile, International Sales Operations Manager — New Balance Athletic Shoe, Inc.
- Dorothy Zur Muhlen, Massachusetts Director — U.S. Department of Commerce, Commercial Service

Global Business Management (Friday, May 12)

This session will cover: global business plan development; global pricing and budgeting; international product certifications and standards; export regulatory compliance; intellectual property protection; international contract law and dispute resolution; and global sourcing.

- Lorraine Chu, President and CEO — New Basics, Inc.
- Patricia Hambrick, Principal — The Hambrick Group
- Anthony Handal, Partner — Brown Rudnick
- Cecilia Lee, Director of Global Tax Structuring/Transfer Pricing — PricewaterhouseCoopers
- Steven London, Partner — Brown Rudnick
- Paula Murphy, Director — Massachusetts Export Center
- Frank Rosatone, Regional Sales Manager — TÜV Rheinland of North America, Inc.

Global Trade Finance and Banking (Friday, May 19)

This session will cover: foreign commercial and political risk assessment; foreign partner credit analysis techniques; methods of international payment, including letters of credit, documentary collections and other instruments; foreign exchange risk mitigating techniques; export quotations and pro forma invoices; export credit insurance; and export financing.

- John Despic, Vice President, International Trade Banking — Sovereign Bank
- Eric Hunter, Vice President — MassDevelopment
- John Joyce, International Trade and Finance Manager — Small Business Administration
- Michael Laffan, Vice President, International Trade Banking — Sovereign Bank
- Kim McKenna, Vice President, Foreign Exchange — Sovereign Bank
- Mary Shea, Special Agent — Coface North America

continued on next page

(CGBP) Series

Cosponsored by:



Note: The seminar fee does not include exam fees, and individuals must register for the exam directly with NASBITE. Eligible candidates for the NASBITE CGBP credential must have completed at least 2 years of college-level classes OR worked in the international trade field for at least 2 years.

Dates: Fridays, May 5, 12, 19, June 2 and 9; Exam Saturday, June 17

Time: Registration 8:30 a.m.; Program 9:00 a.m. – 4:00 p.m.

Location: Sovereign Bank, Columbia Park Office (Bostonian Room), Boston

Cost: \$500 for the entire series or \$125 per individual session

Includes seminar materials, breakfast and lunch, parking is complimentary; does not include NASBITE CGBP exam and registration fees. To qualify for series pricing, all sessions must be paid prior to the first class.

Global Supply Chain and Logistics Management (Friday, June 2)

This session will cover: the Harmonized Tariff Schedule and product classifications; global trade documentation; AES; shipping under free trade agreements; tariffs, tariff calculations and non-tariff barriers; duty drawback; customs brokers, freight forwarders, 3PLs and other service providers; Incoterms; landed cost calculations; carnets; transportation modes and costs; export packing; cargo insurance principles; and supply chain security issues.

- Paula Connelly, Partner — Middleton & Shrull
- Robert Emerson, Vice President — Appleby & Wyman Insurance Agency, Inc.
- Maurice Mitchell, Trade Direct Account Executive — UPS
- Roland Shrull, Partner — Middleton & Shrull
- Marc Slafsky, Executive Producer — Appleby & Wyman Insurance Agency, Inc.
- Kenneth White, International Account Manager — UPS

CGBP Exam Review and Open House (Friday, June 9)

This session will review content from previous CGBP seminars, including: international sales & marketing; global business management; global trade finance & banking; and global supply chain & logistics management. The session will also review government agencies and other resources across all disciplines covered in the series. The seminar will also cover test preparation strategies. Following the seminar, the U.S. District Export Council will hold an open house, where participants will have the opportunity to speak one-on-one with experts and service providers involved in different areas of exporting.

- John Despic, Vice President, International Trade Banking — Sovereign Bank
- Michael Laffan, Vice President, International Trade Banking — Sovereign Bank
- Kim McKenna, Vice President, Foreign Exchange — Sovereign Bank
- Maurice Mitchell, Trade Direct Account Executive — UPS
- Paula Murphy, Director — Massachusetts Export Center
- Kenneth White, International Account Manager — UPS

NASBITE CGBP Exam (Saturday, June 17)

Individuals passing the NASBITE CGBP exam will receive the CGBP designation and may use the credential logo and wordmark on resumes, business cards and other collateral identifying them to the public as individuals proficient in global commerce. **Individuals must register for the exam in advance directly with NASBITE. The registration fee is \$50 and the exam fee is \$295, and is not included in the seminar fee. To register for the exam, visit www.nasbitecgbp.org.**

Export Logistics

Certificate Series

Our four-part Export Logistics Certificate Series is designed to provide exporters with a comprehensive, working understanding of the day-to-day mechanics of international trade. Participants who complete the entire four-part series will receive a certificate of completion issued by the Massachusetts Export Center.

Wednesdays, April 12 – May 3 • Registration is at 8:30 a.m., Program 9:00 a.m. – 12:00 p.m. (except on April 19: Program 9:00 – 11:00 a.m.) • Karl Weiss Education and Conference Center, Westboro • \$200 for the entire four-part series or \$60 per individual session. To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher prices prevail.

Introduction to Export Logistics (Wednesday, April 12)

This seminar is designed to help companies understand the basic steps and tools in the export process. It will focus on the fundamentals of export logistics, including air and ocean freight shipping procedures, Incoterms 2000, record-keeping and exporter responsibilities, and the roles of the shipper and the freight forwarder. The seminar will also touch on payment terms, including letters of credit.

- Maurice Mitchell, Trade Direct Account Executive — UPS
- Kenneth White, International Account Manager — UPS

Export Classification (Wednesday, April 19)

Exporters are faced with increasingly challenging issues regarding classification of their goods. With the introduction of Automated Export System and increased scrutiny by foreign customs authorities, correct classification becomes critical. This seminar will provide an overview of Harmonized Tariff Schedule and Schedule B, discuss the difference between the two classifications and provide hands-on examples. Bring your questions!

- Stephen Leahy, Principal — Law Office of Stephen J. Leahy

Export Documentation and AES (Wednesday, April 26)

Whether new to exporting or an experienced exporter, documentation requirements for international trade can be a confusing and an ever-changing tangle of papers, forms and regulations. Shipping to new markets means a need to understand customs infrastructure, including procedures, clearances and tariffs. One of the most important measures a shipper can take to minimize the risk of delays is to learn what documents are required and ensure they are correct prior to shipment. This seminar will offer a detailed look at major export documents, such as the SED, Certificates of Origin, Commercial Invoices, and others, and will take you through the process of properly completing them. The seminar will also discuss the current transition from paper SEDs to the Automated Export System (AES) and options for filing electronically.

- Maurice Mitchell, Trade Direct Account Executive — UPS
- Kenneth White, International Account Manager — UPS

Shipping Under Free Trade Agreements (Wednesday, May 3)

Until recently, the U.S. had free trade agreements with Canada, Mexico and Israel. Now, there is a regional free trade agreement with Central America (CAFTA) and individual free trade agreements with Jordan, Singapore, Chile, Morocco and Australia among others. Moreover, there are plans for further regional and bilateral free trade agreements. While this seminar will primarily look at shipping under the North American Free Trade Agreement (NAFTA), shipping to other countries under free trade agreements will also be discussed. To take advantage of the duty preferences afforded under any free trade agreement, exporters must go through an entire process of procedures and documentation, while ensuring ongoing compliance with the rules and regulations of the free trade agreement. This seminar will provide an overview of NAFTA and will discuss eligibility under the Rules of Origin; regional value content; claims under NAFTA; and liability under NAFTA.

- Stephen Leahy, Principal — Law Office of Stephen J. Leahy

Cosponsored by:



Driving Directions

Boston Public Library @ Copley Square

McKim Building, Lower Level, 700 Boylston Street, Boston • (617) 536-5400

>Publication Transportation (recommended): Take the Green Line to Copley Station; or take the Orange Line to Back Bay/South End Station. Walk down Dartmouth Street to Copley Square.

>From the North or South: Take Interstate 93 to the Storrow Drive exit. Take the Copley Square exit off of Storrow Drive. The exit deadends at a signal light. The cross street is Beacon. Take a right on Beacon Street. While on Beacon Street, you will cross Berkeley, Clarendon and Dartmouth Streets. The next street is Exeter. Take a left onto Exeter (it is a one-way street). While on Exeter, you will cross Marlborough Street, Commonwealth Avenue and Newbury Street. The next cross street is Boylston. The Library is on the corner of Exeter and Boylston Streets.

>From the West: Take the Mass Pike all the way into the city. Take the Copley Square exit (the sign will read: Prudential Center, Copley Square). The exit road will split, follow the Copley Square (right) lane. You will exit the tunnel onto Stuart Street. You will be on the right hand side of the street. Move to the lane furthest left. Take the left at the next light onto Dartmouth Street (approximately 500 feet from the tunnel exit). The Library is on the left of Dartmouth Street, after the next light.

Brown Rudnick

One Financial Center, 18th Floor, Boston • (617) 856-8200

Brown Rudnick is located at One Financial Center in Boston, across the street from South Station on the corner of Atlantic Avenue and Summer Street. Visit www.bigdig.com for up-to-date maps and information. Photo ID required for building entry.

>From the West: Take Mass Pike East to Exit 24. From Exit 24, take Exit 24A, a right hand exit to South Station. At the end of the ramp, go straight through the lights onto Atlantic Avenue. At the third set of lights, take a left onto Essex Street. One Financial Center is on right.

>From the North: Take Route 93 South to Boston and cross the Zakim Bridge. Take Exit 23 Purchase Street/South Station. While in the tunnel, stay in the right lane. Take Exit 23 and drive up the ramp. Once outside, there will be a small green sign on your right - Financial District. Drive straight and stay in the right lane. There will be four sets of lights: the first light is Purchase and Congress Street; second light is a cross walk for pedestrians; third light is Purchase and Summer Street. Drive through the intersection and move into the left lane at lights (Lincoln and Essex). Take a sharp left onto Essex Street. Directly in front of you will be a brown building with red awnings. One Financial Center will be on the left.

>From the South: Take Route 93 North to Exit 20. Follow signs to South Station. At the end of the ramp go straight through the lights onto Atlantic Avenue. At the third set of lights, take a left onto Essex Street. One Financial Center is on right.

>Public Transportation: Red Line to South Station.

Karl Weiss Education and Conference Center @ Massachusetts Technology Collaborative

75 North Drive, Westboro • (508) 870-0312

>From the North or South: Take I-495 to Exit 23B (Route 9, westbound). Proceed west on Route 9 for 3.3 miles to its intersection with Route 135. Turn right onto 135 West and follow 0.4 mile to North Drive. The Massachusetts Technology Collaborative entrance on the right.

>From the East or West: Take the Massachusetts Turnpike to Exit 11A; take I-495 north, take Exit 23B (Route 9, westbound). Proceed west on Route 9 for 3.3 miles to its intersection with Route 135. Turn right onto 135 west and follow it 0.4 mile to North Drive, the Massachusetts Technology Collaborative entrance on the right.

Metro South Chamber of Commerce

60 School Street, Brockton • (508) 586-0500

The Metro South Chamber of Commerce is located in downtown Brockton, across from City Hall, on the corner of Montello and School streets. Metered parking is available in the municipal parking lot directly behind the Chamber building.

>From Boston and Points North and West: From Boston: Take the Southeast Expressway and Route 128 North to Route 24 South. From Western Suburbs: Take Route 128 South to Route 24 South to Exit 18A, Brockton-Route 27. Follow Route 27 South, Pleasant Street, into downtown. At the light on Montello Street (Route 28), turn right. After the next light, the parking lot is behind the chamber building.

>From the South and Route 495: (Routes 495 and 24 intersect in Bridgewater). Take Route 24 North to Exit 17A, Route 123, Belmont Street, to Main Street (9 traffic lights) and turn left on Main Street, moving to the right lane as you turn in order to turn right at the first light, Crescent Street. Turn left at the first traffic light onto Montello Street. and left at next light, School Street.

>From the East: Routes 123, 27 and 37 all intersect with Route 28, Montello Street.

Sovereign Bank

Columbia Park Office (Bostonian Room), 2 Morrissey Boulevard, Boston • (877) 768-2265

Sovereign Bank's Columbia Park Office is located immediately off Route 93 at Columbia Circle, near Bayside Expo Center and the JFK/UMass T Station.

>From the South: From Route 93 North, take Exit 14 (Morrissey Boulevard). Go over the bridge, and past UMass Boston. The road will split – stay to the right. Sovereign Bank is on the right side immediately after Boston College High School (large grey concrete building). Drive past the Sovereign Bank building and bear right onto Mt. Vernon Street. Entrance to Sovereign Bank parking is on the right.

>From the West: Take the Mass Pike all the way to the Route 93 exit (Exit 24, left hand side). Take the 24C exit onto Route 93 South, following signs to Quincy. From Route 93, take Exit 15 (Columbia Road), going towards the JFK Library. At the end of the ramp, take a left onto Columbia Road. You will enter a rotary. Take the first right onto Morrissey Boulevard and stay in the left lane. Take a left U-turn on Morrissey Boulevard at the next set of traffic lights (DO NOT take left into UMass/JFK library – loop back onto Morrissey Boulevard). The road will split – stay to the right. Sovereign Bank is on the right hand side immediately after Boston College High School (large grey concrete building). Drive past the Sovereign Bank building and bear right onto Mt. Vernon Street. Entrance to Sovereign Bank parking is on the right.

>From the North: Take Route 93 South to Exit 15 (Columbia Road), going towards the JFK Library. At the end of the ramp, take a left onto Columbia Road. You will enter a rotary. Take the first right onto Morrissey Boulevard and stay in the left lane. Take a left U-turn on Morrissey Boulevard at the next set of traffic lights (DO NOT take left into UMass/JFK library – loop back onto Morrissey Boulevard). The road will split – stay to the right. Sovereign Bank is on the right hand side immediately after Boston College High School (large grey concrete building). Drive past the Sovereign Bank building and bear right onto Mt. Vernon Street. Entrance to Sovereign Bank parking is on the right.

>Public Transportation: Take the Red Line to the JFK/UMass Station. Sovereign Bank is located across Morrissey Boulevard from the train station. Use the pedestrian overpass to cross Morrissey Boulevard.

State Transportation Building

10 Park Plaza, 2nd Floor Conference Center, Boston • (617) 973-8664

The State Transportation Building is located in downtown Boston between the theater district and the Park Plaza Hotel. The building can be reached by automobile, rapid transit, and commuter rail. Several MBTA stations are within a five-to-ten minute walk from the building, which is fully accessible to people with disabilities. Parking is available in the State Transportation Building garage and in other garages nearby. Although directions are accurate at press time, significant changes in the Central Artery Project are expected. Please call SmartTraveler at (617) 374-1234 or visit www.bigdig.com for up-to-date traffic information. Photo ID required for building entry.

>From the North: Take the Leverett Connector off Route 93 (Storrow Drive exit, immediately before the Lower Deck). Follow all the way into Leverett Circle, and get onto Storrow Drive West. Pass the government center exit on the left, and take the 2nd exit (Copley Square), which will also be on the left side. Get in the left lane, and at the lights, take a left onto Beacon Street. Take an immediate right onto Arlington Street. Follow Arlington past the Public Garden and crossing Boylston and St. James Streets. After passing the Boston Park Plaza Hotel on the left, take a left onto Stuart Street. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets.

>From the South: Take Exit 20, following signs to South Station. At the end of the ramp, take a left onto Kneeland Street, following signs to Chinatown. Go straight on Kneeland Street (which becomes Stuart Street after a few blocks) until all traffic must turn right (approximately one-third of a mile.) The State Transportation Building will be on your right at this point. After a right turn, the entrance to the garage is about halfway down on the right. Other garages nearby: Motor Mart Garage, the Radisson Hotel garage and the Boston Common Garage.

>From the West: Take the Mass Pike East to the Copley Square exit (which will bring you to a set of lights at the intersection of Dartmouth and Stuart streets). Go straight on Stuart Street for several blocks. After crossing the intersection of Arlington Street, continue straight for another block. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets.

>Public Transportation: Take the Green Line to Boylston Station. When you exit the station, you will be near the corner of Boylston Street and Tremont Street. Go right on Boylston Street and walk a half block to Boylston Place Pedestrian Alley on your left (Remington's pub is on the corner). The State Transportation Building is at the end of the alley.

Texas Instruments Sensors & Controls

529 Pleasant Street, Attleboro • (508) 236-3800

>From Boston and the North: From I-93, Route 128, I-95 North, or I-495: Take I-95 South to Exit 5 (Route 152) for Attleboro. At the end of the exit ramp, turn left, then a quick right onto Route 152. Bear right at the first and only traffic light (this is Route 152). Travel for approximately one mile. Take a left onto Holden Street (marked with a large sign). Follow Holden Street for one mile to its end. At the traffic lights, take a left onto Pleasant Street (Route 123). At the second set of traffic lights, turn right into the Texas Instruments campus and follow the visitor signs to the Business Center. Park and check in at the Business Center building.

>From the South and Providence: From I-95, take Exit 5 (Route 152) for Attleboro. Turn left at the end of the exit ramp onto Route 152. Bear right at the first and only traffic light (this is Route 152). Travel for approximately one mile. Take a left onto Holden Street (marked with a large sign). Follow Holden Street for one mile to its end. At the traffic lights, take a left onto Pleasant Street (Route 123). At the second set of traffic lights, turn right into the Texas Instruments campus and follow the visitor signs to the Business Center. Park and check in at the Business Center building.

MassDevelopment – Export Financing Programs

MassDevelopment provides export financing programs that assist Massachusetts exporters expand their international business.

100% Export Loans: 100% financing for new equipment, leasehold improvements and term working capital.

Export Loan Guarantees: Guarantees of up to 90% on working capital lines of credit and other eligible loans allow the exporter's bank or financial institution to extend more credit.

Export Credit Insurance: Access to export credit insurance from Ex-Im Bank can eliminate most risk of nonpayment by international buyers and can provide international customers with competitive credit terms.

For more information, call MassDevelopment at 1-800-445-8030 or visit www.massdevelopment.com.

Speaker Biographies

Melinda Ailes is a senior management counselor with the Massachusetts Small Business Development Center (www.msdbc.org) where she provides management consulting to small to mid size businesses ranging from start-up through maturity throughout Southeastern Massachusetts. Ms. Ailes consults with a wide variety of industries including high technology, service, distribution and manufacturing companies. Ms. Ailes worked for banks in senior management positions with responsibility for commercial lending, small business lending, asset based lending, strategic planning and product development. She also was an independent consultant for privately held businesses, government agencies and not-for-profit companies in the areas of financial management, capital access, strategic planning, business development and planning, and turn-around management. Ms. Ailes won the 2004 MSBDC State Star Award and she received the 2001 SBA Minority Small Business Advocate of the Year Award for New England Region. She earned an MBA from Boston University and an BA from McGill University.

Donald Anglehart is a partner in the Environmental, Government Contracts, and Litigation Groups of Boston law firm Gadsby Hannah LLP (www.ghlaw.com). He represents and advises manufacturers, developers, investors, property owners, and municipalities on a wide range of environmental and contract issues. Mr. Anglehart has over twenty-five years of experience in all aspects of environmental and contract law, including prior experience with the U.S. Environmental Protection Agency, and as general counsel of an alternative energy company. Mr. Anglehart holds a BA from Elmira College and a JD from Boston College Law School.

Ellen Bohon is a senior international trade specialist in the Office of Energy and Environmental Technologies at the U.S. Department of Commerce in Washington, DC (environment.ita.doc.gov). She has managed the water and wastewater technologies sector portfolio as well as the Latin America and Mexico portfolio since joining the office. She is also the liaison to the Commercial Service Environmental Technologies Industries Team, working closely with 60+ commercial specialists from Commerce offices throughout the U.S. and around the world. Ms. Bohon also worked for two years in the Commercial Service's Export Promotion Services Division, recruiting foreign buyer delegations to U.S. trade shows. She worked for the U.S. Information Agency's Voice of America - Office of Cuba Broadcasting (Radio Marti), and the Organization of American States before joining the Department of Commerce in 1996. She has an MA in International Commerce and Policy from George Mason University, and a BA in Spanish and Political Science from the University of California, Davis.

Lorrayne "Dina" Yen Chu is president, CEO and cofounder of New Basics, Inc. (www.newbasics.com). She is the company's chief visionary, strategist and marketer. Ms. Chu founded New Basics on the merits of her co-invention with Dr. May Mu, a liquid management process now known as "smart-flow" technology. The product targets the needs of more than 50 million at-home hair colorists in the US consumer market. While it launched its first products in the hair coloring category, New Basics maintains a portfolio of inventions that will further expand its position in the personal care industry. Ms. Chu's ability to carve out niches of opportunity in competitive marketplaces, identify needs, assess the best ways to leverage corporate resources, develop products, and

engage successful distribution channels, has been central to New Basics' formation and growth. Ms. Chu currently serves on numerous boards of directors, including on the Executive Committee of the Center for Women & Enterprise (CWE).

Paula Connelly is a partner at Middleton & Shrull (www.middleton-shrull.com), a law firm specializing in Customs and international trade matters. Ms. Connelly has been practicing law since 1991 and prior to working as an attorney, she worked as a licensed Customs broker for several customs brokerage companies in the Boston area. She has 20 years experience in Customs and international trade matters and has lectured on numerous import and export related topics.

John Despic is vice president, International Trade Banking Group for Sovereign Bank (www.sovereignbank.com). He provides a range of expertise in the areas of trade finance, global treasury management and international risk management strategies. With over a quarter of a century spent in the banking industry in the U.S. and Canada, his experience spans credit, sales and operations functions. John has previously held positions with the Wells Fargo HSBC Trade Bank, Bank One (now JPMorgan Chase) and Toronto Dominion Bank. He has structured both conventional and nontraditional trade finance transactions for clients ranging from small companies to large corporations. He holds a B.A. (Senior Honors) from the University of Massachusetts and a Foreign Studies Diploma from the Sorbonne.

Robert Emerson, LIA is a vice president at Appleby & Wyman Insurance Agency, Inc. (www.applebywyman.com), in its Westford, MA office. He is a licensed insurance advisor and has over thirty years experience handling the property, casualty and marine insurance needs of large commercial clients across the United States and, now, internationally. He is responsible for analyzing clients' businesses to determine risk exposures and then to assist with the implementation of comprehensive risk management programs. Prior to joining Appleby & Wyman, he was the majority owner of Atlantic General Insurance Agency, Inc., where he had held various positions since 1980 and where he acquired his marine insurance background. Mr. Emerson attended Bentley College and UMass Lowell and majored in industrial management.

Liz Engelsen is senior vice president & head of Innovation for Research International (www.research-int.com). She has over 15 years of experience in global research. She has assisted clients in the development of new brand strategies/positions, establishing customer satisfaction programs incorporating retention practices, assessing effectiveness of advertising, and identification of potential market opportunities for new product concepts. She worked for leading global financial companies, as well as for companies in the travel, information technology and telecommunications. Prior to joining Research International, Ms. Engelsen was senior project manager at the RONIN Corporation, where she was managed several key international clients and research teams domestically and abroad. She has worked in Europe, Asia and Latin America, and is also an experienced depth interviewer of senior executives, client employees, and consumers. She holds a BA in Marketing and is a member of the AMA and ARF associations.

Carol Galvin has been in the high tech market intelligence field for 20 years. Currently, she serves as group manager for worldwide market intelligence and planning for Lotus Software at IBM Software Group (www.ibm.com/software/lotus). She has been with Lotus/IBM for nearly ten years. Previously, she was market research manager at Banyan Systems and marketing manager at Digital Equipment Corporation, where she was responsible for worldwide research and market development.

Roger Gomez is president and founder of World Express Inc. He has over 32 years of international logistics and trade experience since starting the company in 1969. Mr. Gomez has traveled the world in an effort to increase the company's influence, and expand the company's partnerships. A certified Customs Specialist, with a wide range of logistical and trade experience he provides consulting services and has made presentations on chain management, import requirements and procedures, export documentation, warehouse and distribution and international sourcing and marketing.

Stephen Greene is the senior project manager with Mabbett & Associates, Inc. (www.mabbett.com) where he provides technical consulting services in the area of Product Stewardship, WEEE and RoHS, and Sustainable Business Practices. He has over 24 years of corporate environmental experience in commercial and consumer related electronics manufacturing and previous environmental consulting experience; corporate Product Stewardship Management and RoHS/WEEE program implementation. Mr. Greene was the corporate product stewardship and international environmental manager for Polaroid Corporation providing worldwide oversight. He has experience with Product Stewardship legislation throughout the world, including the EU's WEEE and RoHS Directives. He has written Sustainability Reports using CERES and GRI reporting formats and has more than 20 years of practical experience in the area of international environmental requirements.

Ginny Greiman is deputy director and chief legal counsel for the State Office of Minority and Women Business Assistance (SOMWBA) under the Massachusetts Office of Business and Technology. Her role includes assisting more than 3000 certified minority and women owned businesses throughout the Commonwealth and providing outreach for the growth and development of new businesses. SOMWBA certifies import and export, international consultants, infrastructure development, design and construction, and a broad range of manufacturing, retail and service businesses. She has more than 20 years of experience in international business development, privatization and legal practice in Eastern and Central Europe and Asia as an attorney and adviser to the U.S. Department of State, the U.S. Department of Justice and the U.S. Agency for International Development. She holds teaching and at Harvard University Law School and teaches International Business Transactions at Boston University School of Law. She received her BS from Pennsylvania State University, M.Ed. from Boston University, JD from Suffolk University School of Law and her LL.M. from Boston University School of Law.

Patricia Hambrick founded the Hambrick Group (www.hambrickgroup.com) in 1999, and has been creating marketing strategies and solutions for fast-paced Internet and Fortune 500 companies. Recent clients include Bose Corporation, The Gillette Company, Microsoft Xbox, eDiets.com, and the business enterprise for tennis star Andre Agassi, AEI. Early in her career, Ms. Hambrick held senior marketing positions at Helene Curtis, L'Oréal and Clairol. In 1991, she moved into athletic footwear, joining Hyde Athletic Industries as vice president of Marketing and Sales with responsibilities for North America. While at Hyde, she helped increase sales of the flagship Saucony brand by over 150%. In 1994, Ms. Hambrick joined Reebok as group vice president, Global Marketing, where she developed and deployed Reebok's worldwide brand

image strategy, and successfully created and launched the first footwear products targeted specifically to the female athlete. She created Reebok's brand strategy for the 1996 Olympics and launched the revolutionary DMX Series 2000 footwear. Ms. Hambrick received her BS degree from the University of California, and a Masters in Management from the American Graduate School of International Management.

Anthony Handal is partner with the New York office of the law firm of Brown Rudnick (www.brownrudnick.com), focuses his practice on intellectual property litigation, licensing and protection, as well as the enforcement and procurement of IP rights in the U.S., Europe and Asia. With over 30 years of experience, Mr. Handal has served as lead counsel in over 175 intellectual property lawsuits, and has obtained or enforced over 700 patents. He represents multinational corporations and individuals across diverse technologies and industries, including medical devices, software, electronics, molecular biology, biomedical systems, holography, apparel and retail. Prior to joining Brown Rudnick, Mr. Handal was a partner at Kirkpatrick & Lockhart Nicholson Graham LLP. In 1976, he was a founding partner of Handal & Morosky, a New York-based IP litigation boutique, where he was lead counsel in over 20 published intellectual property decisions.

Eric Hunter is vice president of the Boston-based MassDevelopment (www.massdevelopment.com), the organization that provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts. Mr. Hunter is responsible for the development and management of the agency's export finance programs and export credit insurance programs. He also evaluates loan requests for the agency's real estate and business financing activities.

John Joyce is international trade and finance manager with the U.S. Small Business Administration (www.sba.gov). He has been involved in international trade assistance for fifteen years with both the SBA and the U.S. Department of Commerce. Previously, Mr. Joyce worked in international sales and marketing for several corporations, and spent three years in Germany managing European sales for a major U.S. firm.

Robert Kenneally is the director of imports at FedEx Trade Networks. He has been a Licensed Customs Broker since 1976. He is currently the director of imports for FedEx Trade Networks in New England, managing the import operations in Boston, Providence, and Portland, ME. Mr. Kenneally is currently the president of the Boston Customs Brokers and Freight Forwarders Association (BCBFFA), and is the Chairman of the Affiliated Presidents Network for the National Customs Brokers and Freight Forwarders Association of America (NCBFAA). He is also currently the president of New England Duty Drawback Specialists, Inc., a firm that assists exporters recover duty upon the export of goods, or parts of goods, upon which duty had been paid upon importation. He has opened brokerage offices for his employer in New York, Philadelphia, and Los Angeles. He has conducted numerous import and duty drawback seminars over the years.

Michael Laffan is vice president, International Trade Banking Group at Sovereign Bank (www.sovereignbank.com). He has worked in various capacities in international banking in New England for over 30 years. He hails from Ireland and previously worked in the banking industry in Australia and England. He is active in the international trade community in New England, and is a member of international committees for chambers of commerce in Boston, New Hampshire and Rhode Island. He is a member of the advisory board of the International Business Program of the Graduate School of Business at New Hampshire College. He attended Bolton Street College in Dublin, Ireland and received his BSBA from Suffolk University in Boston.

Stephen Leahy is a principal in the Law Office of Stephen J. Leahy, a law firm specializing in customs, tariff and international trade matters, advising and representing importers and exporters in all matters before U.S. Customs, other Federal Agencies and the Court of International Trade. Prior to forming the firm in 1989, Mr. Leahy served with the U.S. Customs Service from 1975 to 1989 in a variety of positions, including import specialist; drawback specialist; and Automated Commercial System (ACS) specialist with responsibility for the implementation of Customs Automated Commercial System in the Northeast Region. Mr. Leahy served on the U.S. Customs task force for the implementation of the U.S./Canada Free Trade Agreement. In April 1997, Mr. Leahy received the Vice President's "Hammer Award" for his participation in the task force which rewrote the Drawback Regulations. He is a member of the bar of a number of Massachusetts and Federal Courts, including the U.S. Court of International Trade, and the U.S. Court of Appeals for the Federal Circuit. In addition, he is a licensed Customs broker.

Cecilia Lee is director in the Global Tax Structuring – National Transfer Pricing Practice of PricewaterhouseCoopers (www.pwc.com) with more than 10 years of transfer pricing experience. She has served clients in various industries including software, electronics, telecommunications, semiconductor, IT consulting, footwear and apparel, and chemical and industrial manufacturing. Ms. Lee has assisted many companies who either have established operations or are seeking to do business in China. Ms. Lee's transfer pricing experience includes global structure alignment, intangible property planning, audit defense, Advanced Pricing Agreements and global documentation studies covering tangible goods pricing, intangibles transfers, group services and cost sharing analyses. She has advised numerous public and private companies with international operations. She is on the board of directors for the Greater China Business Council of New England, holds an MBA from the University of Illinois at Urbana-Champaign and a BBA in Finance from the University of Massachusetts Amherst.

Steven London is partner in the Boston office of law firm of Brown Rudnick (www.brownrudnick.com) where he concentrates in corporate finance, securities law and general corporate law. For the past 25 years, his activities have included public and private equity and debt offerings, venture capital financings, mergers and acquisitions and Securities and Exchange Commission compliance matters. Mr. London represents, as general and special counsel, publicly traded corporations (stock exchange and Nasdaq listed), emerging high technology growth companies, and entrepreneurs in the initial start-up and development stages of business. He also represents foreign companies entering into the United States market. Mr. London has extensive experience in negotiating licensing, manufacturing, marketing and distribution agreements, joint ventures and strategic alliances. He is named in Massachusetts as a "Super Lawyer" by the publishers of Law & Politics.

Kim Jacobson McKenna is a vice president at Sovereign Bank's Capital Markets Foreign Exchange group. She is a senior sales advisor to Sovereign's small business, middle market, large corporate and multinational client base. On a daily basis Ms. McKenna updates clients on world market events that

happened overnight, executes spot, forward and option contracts and assists the bank's clients on their hedging strategies. She is also product manager of Sovereign's internet-based foreign exchange trading platform, WebFX. She worked at Fleet Boston Financial, Bank of Boston for 12 years. During that time, she worked on the Latin American foreign exchange desk specializing in the controlled currency countries, such as Brazil, Chile and Colombia. In addition, she worked with the bank's private clients. Before moving to the trading floor, she worked in the International Corporate Finance Group working on specially structured products for the mostly Latin America.

James McLaughlin began his career with the U.S. Customs Service as an import specialist in 1971 in Bridgeport, CT. He became a team leader in 1973 and a supervisory import specialist in Boston in 1980. He served as the assistant district director of Trade in Boston in 1987 until 1995 and an operations specialist from 1985 until 2003. He was appointed the assistant port director for Trade in Boston in 2003. Mr. McLaughlin is a graduate of Boston College and holds a MBA degree from the University of Connecticut.

Edward Merguerian is international trade specialist with the U.S. Commercial Service, an agency of the U.S. Department of Commerce. In his role, Mr. Merguerian counsels small and medium sized businesses on a variety of export-related issues, including international business development, international marketing strategies, foreign customs regulations, and shipping logistics. He is a member of two Department of Commerce, International Trade Administration teams: the Asia-Pacific Team and the Information and Communications Technology Team. As a member of these teams, Mr. Merguerian assists companies throughout the United States pursue high technology export opportunities in Asia. Mr. Merguerian has earned a Master of Science in International Economics from Suffolk University. He also holds a graduate certificate in business administration from Harvard University and is a graduate of the University of Massachusetts Amherst.

Maurice Mitchell is Trade Direct account executive with UPS. He has over 15 years experience in international trade and has operational experience in brokerage, air and ocean freight forwarding. Mr. Mitchell used his operations background to transition to business development, successfully progressing from export sales to National Account Management. Currently, he assists organizations to be more competitive by streamlining their supply chains. Mr. Mitchell holds BA and MS degrees from Boston College.

Paula Murphy is director of the Massachusetts Export Center (www.mass.gov/export), part of the Massachusetts Small Business Development Center Network. She has over fifteen years of international business experience in both the public and private sectors. She helps exporters through counseling, technical assistance, training and market research, and she has organized numerous overseas marketing activities, such as trade shows and trade missions. She oversees the Export Center's operations throughout the state, including the Center's offices in Boston, Worcester, Holyoke and New Bedford. In addition to her role at the Export Center, Ms. Murphy has taught graduate level international marketing at Boston University. Previously, she was an international marketing consultant with Hagan & Company, where she served as the New England agent for a number of foreign government agencies, such as the Irish Trade Board and the Australian Trade Commission among others. She has served on the boards of several non-profit international trade organizations and is currently a director of the British American Business Council of New England and is founding board member of the Greater China Business Council of New England. She is also a NASBITE Certified Global Business Professional.

Craig O'Connor is director of Strategic Marketing for Eximbank's Special Initiatives Unit (www.exim.gov), where he has responsibility for increasing the Bank's portfolio in the both the Environmental Exports Program, and the Bank's top priority Underserved Markets Program. He previously served as the Bank's Environmental Liaison Officer to implement the Bank's top-priority mission to increase its support for environmentally beneficial exports. Mr. O'Connor created and managed the Bank's Environmental Exports Program which grew from 13 transactions in fiscal year 1994 to 65 transactions in 2000, with a total portfolio in excess of \$1.2 billion. Mr. O'Connor initiated an Environmental Credit Initiative totaling \$30 million to co-finance environmental projects with Poland's Bank for Environmental Protection; he initiated and concluded a memorandum of understanding with the Hungarian Export-Import Bank to co-finance infrastructure projects. He has represented the Bank on 21 international trade missions and began his career at the Bank as a loan officer in the Export Credit Insurance Division covering the Middle East and North Africa. Mr. O'Connor is also an adjunct professor of International Business at Georgetown University and American University. He holds a BA from the University of Missouri, and an MBA with a concentration in international business from American University.

Ekene Ofofile is international sales operations manager with New Balance Athletic Shoe, Inc. (www.newbalance.com). Since 1997, Mr. Ofofile has been with New Balance and has held various roles with the company. In his current position, he is responsible for developing sales operations policies, processes and systems across all International business segments. He plays a critical role in developing best practices that drive increased sales, improved and continuous communication with distributors and subsidiaries. Since 2000, Mr. Ofofile has been a key figure in the negotiation and execution of distribution, license and trademark agreements around the globe. He holds a Bachelors degree in Sports Management and Business Administration from Georgia Southern University.

Alfonso Orbegoso is president of DES Associates, an international consulting firm that focuses on global strategy. He founded DES Associates in 1993 and has done work for clients in a wide range of industries, including agribusiness, technology, and investment banking. He has concentrated on strategic sourcing as a means to increasing profitability. He is now on assignment working for Tropical Banana Company, an importer and wholesale distributor, developing a worldwide network system that would enable the company to source products at the lowest cost and best quality. Mr. Orbegoso worked for 30 years in international business at American Express, Prudential Securities, Merrill Lynch, Stone & Webster, Multisystems, Bank of Boston, Chiquita Brands International, U.S. Agency for International Development and ADELA Investment Company. He received his MBA degree from Columbia University, an MA degree from ESAN, Peru, and a BS from Universidad Agraria in Peru.

Laura Pattison has worked for the Boston Public Library since 1992. She has worked in several library reference departments, including the Social Sciences Department, where business resources are housed at Copley Square. In 2002, Ms. Pattison started her current position as Economic

Development Librarian at the Kirstein Business Branch (KBB), a specialized branch of the Boston Public Library, located near Boston's financial district (www.bpl.org/research/kbb/kbbhome.htm). Previously Ms. Pattison owned a restaurant in Allston, one of Boston's busiest neighborhoods. Ms. Pattison's goal in her position at KBB is to help individuals and organizations find the information and resources they need to move forward in their lives, places of work and business ventures.

Frank Rosatone is regional account manager for TÜV Rheinland of North America, Inc. (www.tuv.com) and is currently helping manufacturers and exporters with international regulatory compliance for a variety of industries, including medical, telecom, wireless, information technology, industrial machinery and other equipment categories. Mr. Rosatone has worked within the regulatory, testing and certification industry for over 15 years providing test results as a lab/field compliance engineer, education and guidance as a program and account manager. Frank earned both his MBA and BS Electrical Engineering from Northeastern University, Boston. He is a member of the local chapter for the IEEE and Northeast Product Safety Society.

Roland Shrull is partner with Middleton and Shrull Attorneys at Law (www.middleton-shrull.com). He served for 14 years with the U.S. Customs Service, both as a customs inspector in Montreal and a special agent in Boston. He is a member of the Massachusetts Bar Association and serves on its International Committee. He is also a member of the American Bar Association and is a director of the New Hampshire International Trade Association. Mr. Shrull received his bachelor's degree from St. Anselm College and his JD from New England School of Law.

Marc Slafsky, CIC is an executive producer for the Appleby & Wyman Insurance Agency, Inc. (www.applebywyman.com), in its Beverly office. Mr. Slafsky has over 20 years of commercial insurance experience handling clients of all sizes. He has extensive experience in handling the insurance needs of emerging companies and helping guide their growth both domestically and abroad. Marc specializes in the casualty side of the business writing all types of liability and directors and officers' coverage. Prior to joining Appleby & Wyman, he was a leading producer in a regional agency for 10 years and has experience as a principal in a family agency prior to that. Mr. Slafsky attended Bentley College where he majored in business.

Stuart Sleeman of Sleeman Hanley & DiNitto has over 25 years of experience in professional consulting and operations management. He has extensive international experience, having worked in more than two dozen countries in Asia, Europe and the Americas, where he designed and implemented numerous Environmental Health & Safety programs for both individual facilities and for corporate-wide operations. He has managed ESH Outsourcing Programs for facilities in numerous countries, and has developed and implemented benchmarking studies for several Fortune 500 firms. He is responsible for management and implementation for a number of critical programs for Texas Instruments Sensors & Controls Group and he currently manages the Sensors & Controls' WEEE/RoHS and ELV programs. He has been actively involved in establishing programs to address: the compliance status of TI products; obtaining detailed information from the TI supply chain; reporting compliance information to TI's customers and modification of products to conform to WEEE/RoHS & ELV requirements.

Toby Stapleton is executive director of the International Trade Assistance Center, Inc. ITAC is a state funded private non-profit organization which provides free assistance to companies located in Southeastern Massachusetts, including the Cape and Islands. Mr. Stapleton has over 13 years of international trade experience and has taught numerous classes on the use of the Internet to compete globally. He holds a BA from Bryant College and an MBA from Suffolk University.

Michael Sullivan is an international trade specialist with the Massachusetts Export Center. He provides services for exporters, including one on one counseling, training, research and technical assistance. Some of the areas he addresses include: export planning and preparation, export strategy and international business plan development, international sales, marketing and distribution channel development/management. With over 25 years of international trade experience, Mr. Sullivan's background includes positions as a sales and marketing manager at an international consumer products company and extensive background in logistics and distribution management where he traveled extensively in global trade pursuits. He was a founding partner of a successful home fashions wholesale business which was sold after eight years to a global conglomerate. Mr. Sullivan holds a degree in management from Suffolk University and is pursuing an MBA degree at the University of Massachusetts Dartmouth.

Kenneth White is an international account manager with UPS (www.ups.com). He began his career as an account executive selling domestic and international transportation solutions for a large integrated carrier in Connecticut. After a move to Boston with the same company, Mr. White's responsibilities expanded to include trade show and convention operations and increased his international acumen to include Ocean and Brokerage operations. In 2000, Mr. White switched his focus to the international small package arena with a move to UPS. He is an active member of the Coalition of New England Companies for Trade (CONNECT) and has worked with organizations like the Massachusetts Export Center educating local businesses in proper import and export processes. Mr. White holds a BA from the University of Massachusetts Amherst.

Dorothy Zur Muhlen-Tomaszewska is director of the Commercial Service of the U.S. Department of Commerce (www.buyusa.gov/newengland/) in Boston. Prior to her assignment to Boston, she worked with the Commercial Service office in San Francisco and served as the Commercial Service's national leader of the Healthcare Technologies Team and continues to serve as a Healthcare specialist for the Commercial Service's worldwide network. In addition to her Commercial Service duties domestically, she spent several months on assignment at the U.S. Embassy's Commercial Section in New Delhi, India, and at the U.S. Embassy's Commercial Section in Baku, Azerbaijan. Prior to the Commercial Service, Ms. Zur Muhlen worked with the U.S. Department of Commerce's Import Administration in Washington, D.C. as an anti-dumping duty analyst. Her casework involved travel to China, Japan, Europe and Central Asia to audit local companies' production and sales operations. Ms. Zur Muhlen has a BS degree in Foreign Service from Georgetown University and a Master's Degree in Law and Diplomacy from the Fletcher School of Law and Diplomacy.

Partners and Cosponsors



The **Massachusetts Export Center** (www.mass.gov/export), part of the Massachusetts Small Business Development Center Network, provides a number of targeted services to help Massachusetts companies to achieve success in global markets. The Export Center also serves as the first point of contact for Massachusetts companies to access all export services offered by the state's primary international trade service providers. Contact the Massachusetts Export Center for the following services: one-to-one export counseling and technical assistance; export workshops, training programs and conferences; overseas market research, statistics and publications; international marketing activities and assistance; and meetings with visiting international business delegations. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling (617) 973-8664.



The **Massachusetts Small Business Development Center Network** (www.msbdcenter.org), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies counseling assistance on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade counseling services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



MASSDEVELOPMENT

MOITI



The **Massachusetts Department of Business and Technology** helps grow and sustain the Massachusetts economy and ensures this is done with regional equity. The agency is responsible for attracting, retaining and growing businesses and spreading economic prosperity throughout the state.

The **Massachusetts Office of International Trade & Investment** is a sister agency to the Massachusetts Export Center that carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling all foreign protocol, which currently involves 30 sister state and development agency agreements with Massachusetts; and focused export promotion through international trade show participation. MOITI has three foreign offices—Mexico City, Berlin and Shanghai—that engage in export promotion activities integrated with the services of the Massachusetts Export Center.

MassDevelopment provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

Special thanks to the New Bedford Area Chamber of Commerce, Worcester State College and Holyoke Community College for hosting the Massachusetts Export Center's regional offices.



Registration Form

Please complete a separate registration form for each attendee, duplicating this form if necessary. Payment must accompany registration form. We accept cash and personal or company checks. We do not accept credit cards or purchase orders, nor do we invoice participants. **Please make checks payable to the University of Massachusetts.** Confirmations will not be sent, so please mark your calendar!

Spring 2006

☐ **Export Logistics Certificate Series** - all 4 sessions (\$200) *or*
☐ **Intro to Export Logistics** (\$60) ☐ **Export Classification** (\$60)
☐ **Export Documentation and AES** (\$60) ☐ **Shipping Under FTAs** (\$60)

☐ **Deadline Looming — RoHS and European E-Waste Initiatives — Are You Ready?** (\$45)

☐ **How to Start an Import/Export Business** (\$30)

☐ **International Networking Evening and Business Forum** (\$75) ☐ **Reception Only** (\$45)
Please note: Include a separate check made payable to GBANE for this seminar only

☐ **Identifying and Financing Overseas Business Opportunities...** (\$25)

☐ **Certified Global Business Professional Series** - all 5 sessions (\$500*) *or*
☐ **International Sales and Marketing** (\$125*) ☐ **Global Business Management** (\$125*)
☐ **Global Trade Finance & Banking** (\$125*) ☐ **Supply Chain & Logistics Management** (\$125*)
☐ **CGBP Exam Review and Open House** (\$125*)
* Price does not include cost of NASBITE CGBP exam and registration fees

☐ **Complying with U.S. Export Controls** (\$225)

☐ **Importing 101** (no charge)

☐ Mr. ☐ Ms.

Name

Title

Company

Address

City

State

Zip

Telephone

Fax

E-Mail

Web Address

Product/Service Description

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No

Countries of interest:

Please mail registration and a check payable to the University of Massachusetts to:
Catherine Cornwell, MSBDC International Trade Program, 227 Isenberg School of Management,
University of Massachusetts, 121 Presidents Drive, Amherst, MA 01003-9310

Cancellation/Refund Information: Cancellations received by noon the day prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept cash and company or personal checks. We do not accept credit cards or purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Department of Business and Technology under cooperative agreement 6-603001-Z-0022-26 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 4510, Boston, MA 02116; telephone (617) 973-8664.



The Massachusetts Small Business Development Center (MSBDC) Network provides free, high quality, one-to-one management and technical assistance counseling and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Department of Business and Technology and a consortium of higher educational institutions led by the University of Massachusetts Amherst, and including Boston College, Clark University, Salem State College, University of Massachusetts Boston and the University of Massachusetts Dartmouth.

State Office (413) 545-6301
227 Isenberg School of Management, University of Massachusetts • Amherst, MA 01003

Counseling Centers

- **Boston College SBDC** (617) 552-4091
142 Beacon Street • Chestnut Hill, MA 02467
- **Clark University SBDC** (508) 793-7615
950 Main Street • Worcester, MA 01610
- **Massachusetts Export Center** (617) 973-8664
Headquarter Office
State Transportation Building, 10 Park Plaza, Suite 4510 • Boston, MA 02116
Massachusetts Export Center, Central Mass (Worcester) (508) 929-8844
Massachusetts Export Center, Southeastern Mass (New Bedford) (508) 999-1388
Massachusetts Export Center, Western Mass (Holyoke) (413) 552-2316
Partners for Trade Seminars (Amherst) (413) 545-6309
- **Procurement Technical Assistance Center** (413) 545-6303
227 Isenberg School of Management, University of Massachusetts • Amherst, MA 01003
- **Salem State College SBDC** (978) 542-6343
SSC Enterprise Center, 121 Loring Avenue, Suite 310 • Salem, MA 01970
- **Southeastern Massachusetts Regional SBDC** (508) 673-9783
200 Pocasset Street • Fall River, MA 02721
- **UMass Boston SBDC & Minority Business Center** (617) 287-7750
College of Management, 100 Morrissey Boulevard, M-5-403 • Boston, MA 02125-3393
- **Western Massachusetts Regional SBDC** (413) 737-6712
Scibelli Enterprise Center, 1 Federal Street • Springfield, MA 01105

Visit our website at www.msbdc.org



Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

For further information, visit our website at www.mass.gov/export.



University of Massachusetts
MSBDC Network
121 Presidents Drive
Amherst, MA 01003-9310

NONPROFIT ORG
U.S. POSTAGE
PAID
PERMIT NO. 2
Amherst, MA

Attn: International Sales and Marketing

www.mass.gov/export